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John Spiros, Manager

Did You Know —



THAT
IF ALL THE SUGARS AND
SUPPLIES PRODUCED IN
THE 6 SHOE FACTORIES IN THE
PRINCE EDWARD ISLAND WERE
LADEN TO END THEY WOULD
FORM A LINE NEARLY
5 MILES LONG.
* See Winnipeg Star, September 10, 1936

STRATHMORE STANDARD

PUBLISHED EVERY WEDNESDAY
OFFICE PHONE 17 A. A. MOORE, EDITOR. RES. PHONE 34
SUBSCRIPTION PRICE \$20 PER YEAR IN CANADA
OUTSIDE CANADA \$25 PER YEAR
ALL SUBSCRIPTIONS PAYABLE IN ADVANCE

HOPE FOR ECONOMIC PEACE

The Anglo-Franco-American stabilization entente has been hailed by students of world affairs as the most hopeful development in five years. They welcome it as an armistice in the economic warfare that has been pushing the nations into dictatorship and chaos and chaos to military strife. It eases the tension over the large area of commercial relations. It opens the way to a general and definitive economic peace. But this way must be followed. The League of Nations is launching an effort to make the armistice into a real peace.

—Christian Science Monitor

THE WEEKLIES' CONVENTION

The Convention of Alberta Weekly Newspapers held in Calgary Friday and Saturday last, filled to the full two days of discussion of topics of special interest to men of the Fourth Estate.

The convention was voted one of the best, with one exception that there was throughout an all pervasive air of the enforced absence through illness of the exceedingly able member, who has filled the position of secretary of the Association for the past ten years. Mr. Henry McCrea.

Mr. McCrea is held in the highest esteem by his confreres, and his decision on controversial questions at previous conventions have usually proven "the ray of light" to clear a clouded problem.

It was the universal wish of the gathering that Mr. McCrea would soon recover his present illness and

be able to resume his duties in the very near future. In the meantime Miss Hazel McCrea is efficiently performing the work of Secretary.

President G. C. Duncan of the Drumheller Mail presided at all sessions.

In addition to the "shop" discussion of the members at the regular sessions, very able addresses of vital interest were given by Mayor G. L. Stinson, original Wheat King of Alberta, Mr. Paul Reading, executive editor, Calgary Herald and Mr. E. L. Gray, Manager Eastern Irrigation District, Brooks.

Mayor Stinson in a well delivered address dealt with the problem of growing and marketing wheat. He stated 22 p. c. of wheat now offered for sale is of inferior quality. He urged with forceful argument that Canadian farmers raise the quality of their wheat to such a high standard that the 72 importing countries will demand our Canadian wheat. Other speakers said the world market would be closed to us and our place in the financial world lost. He urged the publishers to keep before the eyes of farmers the essential need of growing good wheat.

Mr. Paul Reading taking as his topic "In These Hard Times," opened his scholarly address by stating that he came as a herald angel of "good tidings. He assured his listeners that there are several signs that the depression is largely past, that we are now on the upward trend. Among these evidences was the largest export of gold which he said was a larger harvest than our wheat. The lowering figure of unemployment and the constantly increasing exports, Mr. Read

APPLES

Are advancing in price due to increased export demand. **BUY YOURS NOW.**

McIntosh Fancy Wrapped, full color, \$1.95
Unwrapped, full pack, per box \$1.60

Concord Grapes, basket 60c

Malkin's Best Dated Coffee, per lb 35c

Pink Salmon, tall tins 10c

Maxwell House Coffee, 1 lb tins 39c

Red Rose Coffee, 1 lb tins 38c

Campbell Tomato Soup, 3 tins 25c

New Season's Dates, 3 lbs for 25c

DRY GOODS SPECIALS

Special Clearing of Ladies Skirts, Waists and Sweaters.

Skirts, regular \$2.95, Special at \$2.59

Waists, regular \$1.94, Special at \$1.59

Sweaters, regular to \$1.95 Special at \$1.39

Ladies Silk Crepe Dresses \$2.95 and \$3.95

STRATHMORE TRADING COMPANY

Policyholders Own the "Assets" of Life Insurance Companies

As a great co-operative enterprise, Life Insurance has built up Assets in Canada totalling, approximately, two billion dollars. Yet these Assets are relatively small when it is realized that they are jointly owned by about 3,500,000 policyholders—one-third of Canada's population.

On the average, each policyholder owns \$571 as his share of the total Assets in Life Companies operating in Canada. Obviously, the great majority of policyholders are men and women of ordinary means—thrifty people who, year by year, have entrusted to Life Insurance part of their savings so that they may have financial security against the uncertain future.

These policyholders represent the best type of Canadian citizens. They have sought to preserve their financial independence, and

as thrifty citizens, neither they nor their dependents are ever likely to become charges upon government or municipal relief.

To protect the interests of these 3,500,000 Canadian policyholders, Life Insurance Companies have invested their Assets in government and municipal bonds—in first mortgages—in public utilities and industrial enterprises—and in other authorized securities.

The soundness of the Investment policy of the Companies has been tried and proven during periods of severe financial stress. Governing and corporate bodies in which policyholders' moneys are invested have, until recently, maintained the integrity of their obligations. This has made it possible in turn for the companies, in their capacity as trustees for the policyholders, to fulfill every obligation guaranteed by their policies.

Now, however, there is a growing tendency to repudiate, by legislation, public and private debts, regardless of the debtor's ability to pay. Legislation which tends to destroy the ownership of public and private property places an unjust burden upon life insurance policyholders.

Life Insurance

Guardian of Canadian Homes



ing has visited many parts of the world and his comments on various experiences were intensely interesting, and his humorous sallies, evoked

"Honorable Sir:

"The Alberta division of the Canadian Weekly Newspaper Association in convention in Calgary October 9 & 10, 1936, wishes to file a formal protest with you against the misrepresentation of the aims and objects of Alberta newspapers as a whole, which has been taking place since your government assumed office, and against unwarranted attacks and charges that the independent newspapers of the province, meaning those which are not official organs of a political party, follow the practice of deliberately misrepresenting the news and deliberately publishing untruths for the purpose of influencing public opinion.

"In the opinion of this meeting there is no foundation for such charges and, if in your opinion, such deliberate misrepresentation and publication of untruths has taken place, we respectfully request that you or other interested parties seek redress in the courts under the existing laws, or state to which articles and newspapers you refer so that newspapers as a whole may come to be placed in the unfair light in the eyes of the public in which they find themselves today.

Signed,
Executive Committee
Alberta Division
Canadian Weekly Newspaper Association

"Per H. T. Halliwell, president."

Officers elected for coming year:
President—H. T. Halliwell, Colman Journal; 1st Vice-President—P. T. Galbraith, Red Deer Advocate; 2nd Vice-President—E. C. Jessup, Macleod Gazette; Secretary-Treasurer—H. G. McCrea, Hanna Herald; Executive Committee—A. Dennis, Leduc; H. J. Ford, Lacombe Globe and R. L. King, Chesham Local Press, E. S. Duncan of Banff and H. T. Galbraith to continue as advisory committee to printers' code.

Announcement

There will be a Demonstration at Jack Knight's Farm, 2 1/2 miles East and 1 mile North, of the LETZ HAMMER MILL, on SATURDAY, OCTOBER 17th, at 1 p.m. Everybody welcome. EDWIN COTT.

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 Three issues for \$1.00
 Reading Notices, Coming Events 50c
 Cards of Thanks, In Memoriam Notices, etc
 per issue 50c
 Display Advertising Rates on Application.

FOR SALE—SUFFOLK RAM, REGISTERED, Apply Jim Barnett, Strathmore, Alta. (143)
 OATS FOR SALE—OR TRADE FOR TYPE, Apply G. C. McNeely, Phone 2015, Carleton Place, Ont.

PETE DE KORT
 Carpenter
STRATHMORE

CHASE & CO.
 Funeral Directors
 and Embalmers
 LADY ATTENDANT
 PHONE 78

Church Notes

UNITED CHURCH OF CANADA
 Strathmore, Alberta
 Rev. V. W. Gilbert, B.A., B.D.
 Minister

Sunday, October 18, 1936

Namaka—
 10:30 a.m. School.
 11:15 a.m. Worship.
Cleaveland—
 2:30 p.m. Worship.
Strathmore—
 11 a.m. School.
 7:30 p.m. Worship.
 Rev. F. Heltzer of Calgary, guest speaker at all three preaching places.
 Pianist and their leader—
 Miss E. Hirtle, Graduate of Mount Allison Conservatory.
 :O:O:
ST. MICHAEL & ALL ANGELS' CHURCH, STRATHMORE
 Sunday, October 18th, 1936
 CHILDREN'S DAY
Strathmore—
 9 a.m. Holy Communion.
 10 a.m. Special Children's Service.
 11 a.m. Morning Prayer & Sermon.
 7:30 p.m. Evening & Sermon.
 A. V. E. A. reorganization meeting in the Rectory on Monday, October 19th at 8 p.m.
 REV. C. W. WILEY
 :O:O:
SACRED HEART CHURCH STRATHMORE
STRATHMORE—
 Mass every Sunday 10:30 a.m. or cepting first Sunday of the month, when Mass will be at 10 a.m.
ST. PHILIP'S CHURCH CARLETON—
 First Sunday of the Month, Mass at 11 a.m.
 2nd Sunday of Month, Mass 9 a.m.
 REV. FATHER COSMAN, Pastor

FRATERNAL CANADIAN LEGION, B. E. S. L. Strathmore Branch No. 10



President J. S. GUNN
 Sec.-Treas. W. B. PATTERSON
 Host Manager P. WRIGHT
 Meetings held the Second Tuesday of each month. All eligible welcome as members.

FOR SALE—BEATTY COPPER Tub Washers, one electric and one machine drive, as good as new, over going away. May be purchased for price owing. A real bargain, and very easy terms may be arranged. Apply to Box 49 Standard Office, Strathmore. The above machine are located near Strathmore and may be seen by enquirers.

WANTED—TO RENT QUARTER or Half Section Farm Land, with buildings. Better has equipment. Apply Chris Akerman, Strathmore.

WANTED TO BUY—IN STRATHMORE district about 800 acres, improved farm land. Deeply stating price and cash payment required, also terms, to Box 55 Standard Office, Strathmore, Alta. (142)

FOR SALE—ONE 6VOLT WIND Charger, revised, new bearings. Apply T. Deaux, Phone 1715 Strathmore, Alta. (143)

LOST—2 STEERS, WEIGHT About 1200 lbs. branded as cut on left side. Reward offered. E. B. Vacholiner, Phone 1911, Cardale, Alberta. (141)

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HIRTLE'S THEATRE

FRIDAY AND SATURDAY

OCTOBER 16th and 17th

Double Feature—

Chas. Ruggles, Mary Boland, in

EARLY TO BED

and Zane Grey's Story—

ARIZONA RAIDERS

TUESDAY, OCT. 20th

THE MAN WHO

RECLAIMED HIS HEAD

FRIDAY & SATURDAY

OCTOBER 23rd and 24th

Jane Withers, in

LITTLE MISS NOBODY

NEWS AND COMEDY

HUB

BILLIARD ROOM AND BOWLING ALLEYS
STRATHMORE
 Tobaccos and All Smokers' Necessaries
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Beef, Veal, Pork, Mutton, Fish & Poultry

AT MODERATE PRICES

O. H. CHRISTENSEN

PHONE 74

FOR SALE—1927 SPARTAN RADIO 5 Tubes, all wave; 1 Singer Sewing Machine, new. Apply Ted McConnell, Phone Chas. Kimmitt, 1208, Strathmore, Alta. (143)

HERVEY NOTES
 (Continued from Page One)
 To Uncle Sam's regions.
 While Kondo's sale was in progress a bear was seen passing by her's home travelling westward. Look out for the bear!

We learn with regret that Mr. McAlhoun was taken to the hospital last Saturday. We hope his trouble is no serious.
 Miss Helen Peter visited her home in Calgary last week end.
 Miss Maggie Soddler is home again.
 Mr. Bartlett of Turner Valley is in

CARD OF THANKS
 Mr. Wm. Knapp, Wanda and Harrison desire to express their very sincere appreciation for the kind sympathy shown them and the many beautiful floral tributes received to their sad bereavement.



WHERE the going is toughest—through deep mud, snow or unimproved roads—Firestone Ground Grip Tires take you safely through without the use of chains. The patented Ground Grip tread grips on any surface—is self-cleaning—and gives positive traction. Don't take chances of getting stuck in soft roads. Put a set of Ground Grip tires on your car or truck today. No increase in price. See the local Firestone Dealer.

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WESTERN DEPT. STORE

Phone 28 Strathmore, Alta. Phone 28
 S. LIBIN, Manager

SUGAR— 10 lb bag 64c 100 lbs \$6.20	JAM Pure Strawberry, 4 lb tin 55c	PRUNES— 10 lb box 79c
BUTTER— Brookfield, First Grade, 2 lbs 55c	COFFEE— Fresh Ground, 5 lbs \$1.00	APPLES— McIntosh Red, 10 lbs 45c
NABOB TEA— 1 lb pkg 45c	LARD, Swift's— 5 1-lb pkgs 75c	SALT— For the Table, 10 lbs 25c
NABOB COFFEE— 1 lb tin 39c	RAISINS— Australian, 2 lbs 27c	POTATOES— 10 lbs 18c
COMBINATION SPECIAL— 2 Tomatoes, 1 Peas, 1 Corn and 1 Cut Beans 59c	PRUNES— Green Plum, 5 lb pkg 55c	CABBAGE— 10 lbs 39c
COMBINATION SPECIAL— 1 Cherries, 1 Peaches, and 1 Apricots 55c	SALMON— 5 tall tins 55c	ONIONS B. C.— 10 lbs 29c
PLUM JAM— Empress, (pure) 4 lb tin 45c	SOAP— Lifebuoy Carbolic Health Soap, 4 for 29c	CHIPS, large— 2 pkgs 41c
DATES— Fresh stock, 3 lbs for 25c	SOUPS— Aylmer Tomato, or Vegetable, 2 tins 15c	Small size, 3 pkgs 25c
PINE APPLE— Sliced, 3 tins 35c	MARMALADE— Sherriff's, 4 lb tin 53c	GINGER SNAPS— 3 lbs 35c
MILK, Carnation— 5 tall tins 55c 12 for \$1.20	CORN— and PEAS— Tin 10c	Sweet BISCUITS— Better Quality, 1 lb 25c
	TOMATOES— 2 large tins 25c	MACARONI— Ready Cut, 5 lbs 25c
	BEANS— 10 lbs 49c	FRESH FRUIT & VEGETABLES
	RICE— 10 lbs 49c	McIntosh, Reds, 5 lbs 25c
	BROWN SUGAR— 10 lbs 65c	Box \$1.65
		HEAD LETTUCE— Each 10c
		CELERY— 1 lb 8c
		GRAPES— Tokay's, lb 15c
		TOMATOES— Ripe, Basket 30c
		ORANGES— Dozen 30c Dozen 35c Dozen 40c

RISDON'S MACHINE SHOP
Machine Work
And Welding
Cockshutt Implements

PHONE

27